



Appendix Q:

Relay Colorado 2008 Outreach Plan State Relay Advisory Committee

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Connect.
Communicate.
Celebrate.™

Relay Colorado Outreach Marketing Plan for FY-08



Connect.
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Relay Colorado and CapTel Marketing & Outreach Strategies

● Outreach Objective for Relay Colorado and CapTel:

Sustaining a successful outreach campaign requires the development of an organized and strategic outreach plan to enhance existing outreach efforts into more population driven campaign.

Sprint believes the cornerstone of successful outreach is the way in which the service is marketed throughout Colorado.

Sprint's proposed outreach plan to the CO PUC Relay Administrator will meet these needs. Sprint's Colorado Account Manager will execute the approved Relay Colorado and CapTel marketing and outreach plan.

● Relay Colorado:

Relay Colorado is a free service which provides full telecommunications accessibility for people who are deaf, hard-of-hearing, deaf-blind, and/or have a speech disability. Relay Colorado service allows anyone who can hear on the phone the ability to communicate directly with people who are deaf, hard-of-hearing, or speech disabled.

● CapTel:

CapTel is a telephone that displays written, word-for-word captions of everything the caller says.

Ideal for people with some degree of hearing loss, the Captioned Telephone (**CapTel**™) works like any other telephone with one important addition: It displays every word the caller says throughout the conversation. **CapTel** users can listen to the caller, and can also read the written captions in the **CapTel**'s bright display window.

● Relay Consumer Populations

The Sprint Account Manager for Colorado will work with the Colorado Public Utilities Commission Relay Administrator to determine the most effective targeted outreach efforts for the following relay consumer populations:

- Deaf
- Hard-of-Hearing
- Speech-Disabled
- Late Deafened Adults
- Parents of Deaf, Hard-of-Hearing, and Speech-Disabled Children
- Children of Deaf, Hard-of-Hearing, and Speech-Disabled Parents
- Senior Citizens
- People without hearing loss

● Relay User Organizations

The Sprint Account Managers will collaborate with the Colorado Public Utilities Commission State Relay Administrator, establishing the most effective strategies to work with various user organizations, such as:

State and local agencies including but not limited to:

Organizations

Deaf	Speech-Disabled
Hard-of-Hearing	Late Deafened
Deaf-Blind	People without hearing loss
Senior Citizens	AARP

Non-Profit/For-Profit Organizations

Schools/Universities (Public/Private)	Medical/Health Care Associations
Businesses	Churches
Service Clubs	Government Agencies
Chamber of Commerce	

Below is a list of organizations with which Sprint has developed relationships over the years, kept them informed about the products and services of Relay Colorado.

911 Task Force	Denver Commission for People with Disabilities
24 Hour Sign Language Services	Denver Deaf Senior Citizens
Hearing Loss Association of American (formerly Self Help for the Hard of Hearing)	Denver Ear Institute
American Sign Language Festival	Denver Postal Services – Deaf and Hard-of-Hearing Employees
Access Advocacy Group and Council on Aging	Denver Silent Athletic Club
ADCO Hearing Products, Inc.	Department of Vocational Rehabilitation
American Sign Language Teachers Association of Colorado	DOVE: Advocacy Services for the Abused Deaf Women and Children
Arvada Fine Arts Center	Families for Hands and Voices, Inc.
Colorado Chamber of Commerce	Front Range Community College Interpreter Preparation Program
Aspen Camp School for the Deaf	Goodwill Industries of Denver – Deaf Services of Program
Adams 12 Public Schools District	Kiwanis Club
Cherry Creek Schools	Marion Down Hearing Center
Colorado Association of the Deaf, Inc.	Meeting the Challenge (ADA)
Cochlear Implant Kids and Family Camp	Mountain View Elementary School
Colorado County Attorneys' Association	Northern Colorado Center on Deafness and Disabilities
Colorado Collaboration Assistive Technology Conference	Pikes Peak Center on Deafness
Colorado Hearing Foundation	Pikes Peak Deaf Senior Citizens
Colorado Neurological Institute's Center for Hearing, Inc.	Pueblo Community College
Colorado Registry of Interpreters for the Deaf	Pueblo Deaf Gathering
Colorado School for the Deaf and the Blind	Red Rock Community College
Colorado School for the Deaf and the Blind Alumni Association	Rocky Mountain Deaf School
Colorado Springs Public	Rocky Mountain Deaf School

Schools Districts	Parents and Teachers Association
Colorado Symposium on Deafness	Rotary Club
Colorado Commission for the Deaf and Hard of Hearing	Silent Coors
Colorado Mental Health Association for the Deaf and Hard of Hearing	Sign Language Interpreters of Colorado
Colorado Springs Silent Athletic Club	The Legal Center for People with Disabilities: Client Assistance Program
Deaf News on Colorado	University of Northern Colorado Sign Club
Deaf Sure Can!	Veditz Center
Deaf Youth Camp	

● **Community Education**

The Sprint Account Manager is available to inform local businesses, religious organizations, disability agencies, and social organizations of the unique communication needs of Relay Colorado users, using such tools as:

- We will excerpt 911 Message from NJ Website to have it same format for the Relay Colorado Website:

Emergency

In case of emergency, relay users should call the TTY-equipped 9-1-1 Center or emergency services center in their community. Colorado can process emergency calls but they may take longer to get through. For more information on how to obtain emergency numbers in your area, call Customer Service at 1-800-676-3777 TTY/Voice.

- Relay Colorado brochures and instructions
- Hands-on training using the telecommunications equipment
- "It Pays to Listen" DVD kits
- Relay Colorado website
- Explanation of the Americans with Disability Act (ADA)
- PowerPoint Presentations
- Cross support from the Sprint Account Manager team and the Sprint Denver office staff

● Media Campaign Concept – “Communicate, Connect, Celebrate”:

Theme –

Relay Colorado provides “**Connect, Communicate, Celebrate**” for those who are deaf, hard of hearing, or have a speech disability.

The characteristics will continue for the marketing plans are listed below. They describe the concept of the media:

- Coloradoans – photographs of people using the new services (relay wireless, relay online service, video relay service, speech to speech service, and Spanish service)
- Images of Colorado landscapes (mountains, clouds and sky)
- Display enhanced accessible phone technologies
- Unlimited telephone use and open communication

● Media

Sprint will continue to create black/white and color advertising for publications for inclusion in newsletters and paid advertisements. Sprint will create templates for full page, half page (horizontal/vertical) and ¼ (horizontal/vertical).

- Sprint has a list of vendors who we can work with to be in compliance with contract requirements and to deliver the product on time based on cost proposal and quality, upon State’s approval.

Example is:

Our present vendor, Workhorse Media, has designed and maintained our Relay Colorado Website. They have also developed and printed our Relay Colorado brochure in the past. We are thinking of discontinuing with them due to challenging issues that have not been resolved in addition to cost and pricing issues.

We are giving consideration to switching to another vendor, Handsplash, for our Relay Colorado brochure and website. Handsplash is located in Sioux Falls, South Dakota. They have provided excellent media service for us recently and we are considering switching to Handsplash to do our website

as well as maintain it. Handsplash appears to be a more creative and friendly vendor to work with.

● **Taste of Technology – Hands on Experience!**

Successful venues for promoting relay products and services by reaching out to the Colorado Relay user community are those that allow for technology demonstrations and hands-on experiences. Sprint has found that the “Taste of Technology” conference, which provides “hands-on” opportunities with relay products and services to be extremely popular in other Sprint Relay states. These events demonstrate the following:

- Traditional Relay Service (711)
- Voice Carry-Over (VCO)
- Two-Line (2LVC)
- Hearing Carry-Over (HCO)
- Speech-To-Speech
- CapTel™
- Video Relay Service
- Video Mail
- Internet Relay
- Relay Conference Captioning (RCC)
- Wireless Relay
- Sprint Wireless Devices demonstration - training

Sprint proposes hosting a minimum of one such event annually in Colorado. This activity will be supported by 3 or 4 Sprint Relay employees and subcontractors, as well interpreters and Captioners. Sprint remains sensitive to attendees various communication needs and provides accommodations such as sign language interpreters, Oral Interpreters, and Real-Time Captioners. Additionally, promotional materials are made available in standard Braille, large print and Spanish.

Sprint will invite geographic and age-diverse user groups to attend these events, including individuals who are:

- Deaf
- Mobility-impaired
- Deaf-Blind
- Hard-of-Hearing
- Speech-Disabled
- Hearing

Sprint also extends invitations to agencies, businesses, health care providers and government agencies.

The Colorado Account Manager will work closely with Colorado Public Utilities State Relay Administrator to entertain suggestions on appropriate locations to host these events.

● State and Local Trade Shows/Conventions/Conferences

Sprint believes that strong visibility and a solid presence at various Deaf, Hard-of-Hearing and Hearing events ranging from small organizational tradeshow to large conventions is crucial.

● Relay Colorado and CapTel Information Request Material Forms– Electronic Mail Distribution:

Distribute Relay Colorado and CapTel request information/material forms via electronic mail to state agencies, audiology/speech associations, and non-profit organizations. The Colorado Outreach team will send educational and promotional materials when requests are submitted.

● Electronic Mail Distribution:

Distribute any press release announcements electronically through email. This will keep relay customers abreast of any new products or services released.

● Direct Mail Postcards

Sprint will work with the Colorado Public Utilities Commission State Relay Administrator to create and design new CapTel direct mail postcards. Sprint will conduct a mass direct mail campaign to potential users specific to CapTel service.

● Publications

Sprint will utilize all types of print media to communicate availability of Relay Colorado, including:

- Organization newspapers
- Local newspapers
- State newspapers
- Organizational newsletters
- Program booklets
- Press Releases

Public Relations endeavors promoting the use of Relay Colorado may consist of, but are not limited to:

- Human Interest interviews/stories
- Procedures for using the Relay Colorado or CapTel
- Helpful tips for users
- Instructions on how to use relay with answering machines and voicemail systems
- Procedures on dialing 9-1-1 direct in the event of an emergency
- Instructions on accessing Relay Colorado through pay telephones
- FAQs related to common issues encountered by Relay users
- Community education on the relationship between Relay Colorado users and Sprint
- Instructions on contacting Relay Customer Service
- Contact information for Sprint Account Manager

● **"CapTel TV PSA" Campaign**

The Sprint Account Manager will work closely with Colorado Public Utility Commission's Relay Administrator in getting approval of scripts and list of television affiliations throughout Colorado.

The Sprint Account Manager is planning to work with a vendor to develop a 60 second video TV commercial promoting CapTel service, by re-editing the current commercial used for New York TV PSA.

We recommend the Buell Advertising Agency which produced the NY CapTel PSA with local TV stations promoting 30 seconds ads about how elders can benefit with CapTel service.

Colorado could benefit by working with this firm as Buell has produced the NY CapTel ad. Colorado would need to re-edit comments that reflect Colorado and insert our Relay Colorado phone number and logo on the DVD. This Colorado branding over the existing NY ad as would list all contact information pertaining to Colorado.

Buell Advertising Firm has provided a proposal. Please see below the cost breakdown. Sprint would contribute approximately \$23,000 along with Relay Colorado's share of \$42,000 from the Relay CO Outreach budget. Please see the Budget Proposal at the end of this report.

Cost break downs are:

CO PSA in Denver will cost approximately \$42,000 (covered by Relay CO budget) and cover the rural areas of Grand Junction, Pueblo, and Colorado Springs as well as the Four Corners of Colorado region. Sprint will fund \$23,000 to provide statewide broadcasting.

Buell is planning to negotiate and enter an agreement with TV stations to promote spot advertisements for approximately 5 to 6 weeks promoting PSA advertisement during the prime day time TV channels.

Tentative schedule plans are to promote PSA in Colorado are listed here:

Time Slots:

August 13 and 20,
September 10 and 17
October 8 and 15

● Colorado State Relay Advisory Committee

The Sprint Account Manager will support the Colorado State Relay Advisory Board committee meetings, including making arrangements for interpreting services and any other communication needs, in conjunction with the Colorado Public Utilities Commission Relay Administrator.

The Sprint Account Manager will manage all expenses and claims for state reimbursement for the following monthly invoices:

● Monthly Relay Colorado and CapTel Traffic/Marketing/Outreach and Budget Reports:

Submit monthly report by the first week of each month. Report will include the following items:

- Traffic
- Call – Graphics and Charts
- Marketing
- Outreach

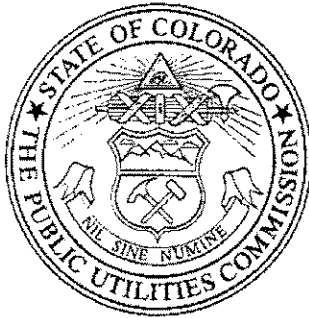
● **Project Time line**

Name of Project	Timeline	Status
Develop new brochures with Hand Splash Both for Relay Colorado and CapTel	June 25, 2007	Completed and made progress
Host Taste of Technology Event	October 2007	TBA in late August or early Fall of 2007
CapTel TV PSA Develop promoting CapTel Service 60 Seconds commercial	July 2007	In Progress
Monthly traffic/marketing/outreach reports	Third week of each month	Ongoing

7/6/2007 Relay Colorado - July 2007 to June 2008			
\$65,000.00	Allocations	Projected	Spent
Outreach/Travel	\$ 1,000.00		
Road Tour expenses		\$ 700.00	
Promote CapTel and Relay CO statewide		\$ 300.00	
Brochure	\$ 3,000.00		
Handsplash will re print the brochures when needed		\$ 3,000.00	
Advertisement CapTel and Relay Colorado	\$ 51,000.00		
Website Maintained with Handsplash or Workhorse		\$ 8,500.00	
CapTel 60 Sec TV PSA		\$ 42,000.00	
Coloradodeaf Website		\$ 500.00	
Promotions/Give-a-ways	\$ 2,400.00		
Pens & notepads		\$ 1,000.00	
Relay Colorado Bags		\$ 1,400.00	
State Relay Advisory Committee Meeting/State PUC Travel Expenses	\$ 1,000.00		
Travel to STARS NASRA in 2008		\$ 1,500.00	
SRAC Meeting Expenses		\$ 1,000.00	
Demonstration Pager Service payments for Relay Adm		\$ 500.00	
Miscellaneous	\$ 1,500.00		
Printing Toners		\$ 1,500.00	
Sponsorships and Trade Shows	\$ 3,100.00		
Road Tour		\$ 1,000.00	
Taste of Technology		\$ 2,100.00	
Grand Total	\$ 65,000.00	\$ 65,000.00	

● **Marketing and Outreach Budget:**

Sprint Relay - July 2007 to June 2008			
\$50,000.00	Allocations	Projected	Spent
Sponsorships	\$ 5,000.00		
Colorado Website		\$ 1,000.00	
Rocky Mountain School for the Deaf		\$ 1,000.00	
HLAA		\$ 2,000.00	
CAD Convention		\$ 2,000.00	
Others		\$ 2,000.00	
Advertisement CapTel and Relay Colorado	\$ 25,000.00		
Website		\$ 2,000.00	
CapTel PSA in Rural areas		\$ 23,000.00	
Outreach Events	\$ 5,000.00		
Taste of Technology - Denver		\$ 4,000.00	
Road Tour		\$ 4,000.00	
Promotions/Give-a-ways	\$ 5,000.00		
Sprint Drawstring bags		\$ 1,500.00	
Pens		\$ 500.00	
Translucent Notebook		\$ 1,500.00	
Swing Design Jotter		\$ 1,500.00	
Miscellaneous	\$ 4,000.00		
Printer toners		\$ 4,000.00	
Grand Total	\$ 50,000.00	\$ 50,000.00	



**State of Colorado
Public Utilities Commission
Telecommunications Relay Services
AGENDA**

**State Relay Advisory Committee
CO PUC Conference Room
Denver, Colorado
May 16, 2007**



AGENDA

Colorado PUC State Relay Advisory Committee

9:30-10:00

Coffee

10:00-10:10

Call to Order

Opening Remarks

Introductions

Joe Benedetto, Chairman, CO PUC SRAC

10:10-10:20

Welcome

Doug Dean, Director, CO PUC

10:20-10:30

Chairman's Report

Joe Benedetto, SRAC

10:30-11:00

The 2007 Relay Colorado Contract

Sprint Re-organization and Relay Colorado

A Snapshot of Relay Colorado: Past and Future Trends

Kristine Shipley, and Michael Baer, Sprint Account Managers

11:00-11:15

Recess

11:15-11:45

Updates on Sprint Relay Products and Services

Kristine Shipley and Michael Baer, Sprint Account Managers

11:45-12:00

Executive Session

Chairman and the Members

12:00 Noon

Adjournment

Chairman, SRAC

12:00-1:00

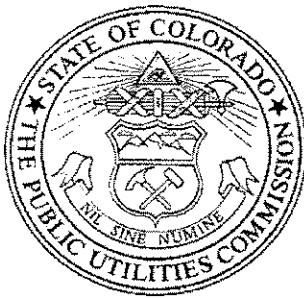
Box Lunch

*SRAC Members, CO PUC Staff, Sprint Nextel Officials,
Interpreters and CART Reporter*

After Lunch

Optional Tour of the CO PUC Office

The Colorado PUC extends thanks and appreciation to our Interpreters and our CART Reporter for their professional services. A special note of thanks is extended to Sprint Nextel for their courtesy and consideration in providing support services for our SRAC meeting.



**State of Colorado
Public Utilities Commission
Telecommunications Relay Services**

**Message from the State Relay Administrator
Joe Benedetto**

**State Relay Advisory Committee
CO PUC Conference Room
Denver, Colorado
May 16, 2007**



Welcome to our State Relay Advisory Committee meeting here at the new offices of the Colorado Public Utilities Commission. We are pleased that you could join us.

The Colorado PUC welcomes this opportunity to provide you with up-to-date relay information and to review issues related to Relay Colorado.

I would like to take this opportunity to extend my thanks and appreciation to our interpreters and our CART reporter for their professional services in today's meeting. A special note of thanks is extended to the Sprint Relay Team for their support services for our SRAC meetings over the years. I appreciate Sprint's dedication to relay service, their hard work, and their efforts today to keep us apprised of the latest developments in the field of telecommunications relay services (TRS).

Sprint is the world leader in Telecommunications Relay Services.

No other telecommunications company comes close to matching their relay contract numbers, with a total of thirty-four TRS contracts, including the Federal Government Relay Service, the Commonwealth of Puerto Rico and the nation of New Zealand. Sprint also leads in the number of CapTel contracts with a total of thirty-one.

Sprint believes in the ability of the Deaf and Hard of Hearing, and employs numerous Deaf and Hard of Hearing individuals across the nation.

Most importantly, Sprint has provided the State of Colorado with excellence in relay service since 1992.

Indeed, this excellence is reflected in our TRS Colorado Account Managers, Van Scheppach and Kristine Shipley, and includes the Sprint Denver Team of Mike Baer, and Mike Ellis.

I thank the entire Sprint Team for their commitment to excellence and their service to the State of Colorado.

And I thank you, the members of our State Relay Advisory Committee, for your dedicated service to the Colorado Public Utilities Commission and the State of Colorado.

The Members of our SRAC are united by dedication to public service and to the State of Colorado. We are united by our efforts for TRS. We are united in the commitment to excellence in relay services for all of our Colorado citizens.

Indeed, you were appointed to the CO PUC SRAC in light of your experience, background, trustworthiness, and most importantly, your willingness to share your wisdom with the State Relay Administrator on the challenge of how to provide the best possible relay services at the lowest possible cost to our citizens.

Thank you for your commitment to public service and to our Colorado citizens.

The state of Relay Colorado is excellent.

Much has been accomplished. And there is much more to accomplish.

Relay Colorado has provided excellence in relay services since 1990. Today, the scope and breath of TRS is comprehensive and embraces a wide variety of services. And yet, I envision in our lifetime, a telecommunications system for the Deaf, Hard of Hearing, and speech disabled that is wireless, captioned, and visual.

I am very proud and grateful for the support of Relay Colorado from our CO PUC Commissioners over the life of the relay program. And I am appreciative of the support of today's Commissioners: Chairman Ron Binz, and Commissioners Polly Page and Carl Miller.

The CO PUC Commissioners and staff leadership are visionary and enlightened.

Indeed, the entire CO PUC staff has been most supportive and accommodating. Four members have taken classes in American Sign Language and several have learned finger spelling.

Relay Colorado is most fortunate to have the benefit of able leadership from our new Director, Doug Dean, from Ron Jack, our Administrative Chief, and from Chris Lowe, our Fiscal Officer.

The entire CO PUC staff has been most cooperative, considerate and works superbly together as a team to make Relay Colorado successful.

The Colorado Public Utilities Commission has clearly demonstrated its commitment to, and support for the Deaf Community by hiring three hearing impaired Relay Administrators since 1992.

I am committed to following the leadership of my predecessors in exercising effective oversight of the relay contract and our service provider, Sprint Nextel Communications. I am committed to following the CO PUC relay philosophy of providing the best possible TRS at the lowest possible costs. I am committed to the mission of the Commission:

"The mission of the PUC is to achieve a flexible regulatory environment that provides safe, reliable and quality services to utility customers on just and reasonable terms, while managing the transition to effective competition where appropriate."

Towards this end, the lowest possible relay costs, on January 1, 2007, we have kept the relay surcharge at .07 cents per month per access line. As you know, the TRS surcharge is collected by the Local Exchange Carrier (LEC) from the customer, forwarded to the CO PUC and is deposited in the Disabled Telephone Users Fund to provide for Relay Colorado.

We are very proud to have kept the surcharge low. This is a result of a well designed Request for Proposal (RFP) and the State of Colorado BIDs process with the State Purchasing Office, which resulted in comparatively low costs per minute from competing TRS vendors.

Today the relay cost per minute is .89 cents for traditional TRS and \$1.44 for Captioned Telephone TRS. There are no charges for Internet related services such as Internet relay, video relay and wireless relay. The Federal Communications Commission Relay Fund provides for these Internet services.

Sprint Nextel was recommended by our CO PUC RFP Evaluation Team for the 2007 relay contract from among three other competing telecommunications companies: Nordia, Verizon and Hamilton.

Our RFP Evaluation Team, which gave serious consideration to all four telecoms responding to the RFP, was well aware of Sprint's extensive and innovative relay services in other states, their expertise in business management, and their professional relay relationship with the State of Colorado since 1992. The Evaluation Committee was well aware of Sprint's commitment to state-of-the-art relay technology and TRS services.

Indeed, it was former Sprint Colorado Account Manager Rex Moer's suggestion – after learning from the Gallaudet University International Deaf Way Conference of the newest technological development – a captioned telephone – that Colorado considered implementing this new TRS service, called CapTel. Not only did we like the idea of a captioned telephone, but also we were among the first states in the nation to implement this service in March of 2004. And, after Rex Moers transferred to another state, it was Sprint CapTel Manager Van Scheppach who made CapTel TRS a reality here in Colorado.

Sprint's innovations, improvements in TRS are too numerous to detail here.

Nonetheless, the CO PUC – working together with Sprint - is proud to provide our citizens with modern services, such as:

• 711 Dialing

- Relay Colorado Traditional TTY/TDD Relay Services
- Relay Colorado E-Turbo, which is enhanced turbo code, a new technology that allows users to store relay set up information in an Ultratec E-Turbo enabled TTY, automatically transmitting this information to Sprint Relay for speedy and enhanced service
- Relay Colorado Captioned Telephone (CapTel), a speedy enhanced form of Voice to Voice relay service, which utilizes equipment produced by Ultratec
- Relay Colorado Spanish Relay
- Relay Colorado Speech to Speech, which enables those with speech disabilities to utilize the relay
- Sprint Relay Online (Internet)
- Sprint Video Relay Service (Internet)
- Sprint Relay Wireless (Internet)

This is the state of Relay Colorado at present.

As for the immediate future, I envision a number of initiatives.

I envision the widespread use of Captioned Telephone.

It is unfortunate that the impact of Captioned Telephones has not been felt by society at large. Frequently, new technology gets ahead of the consumer, and CapTel is a prime example.

However, I anticipate that in the future, CapTel services will surpass that of traditional relay and video relay simply due to the fact of sheer numbers. That is, according to Colorado Commission for the Deaf and Hard of Hearing State Demographic Profiles, there are eight times more Hard of Hearing individuals than Deaf individuals, which will place a tremendous demand upon CapTel services and will, in the future, necessitate increases in the monthly relay surcharge to meet this demand.

Here in Colorado we are working through our Relay Colorado and CapTel Marketing and Outreach Plan to address the issue of effective CapTel awareness.

We have produced and maintained a CapTel newspaper and print media campaign to reach our consumers in Colorado. Sprint is giving CapTel presentations, demonstrations and exhibits to conferences, retirement communities, agencies and numerous organizations such as the Hearing Loss Association of America, previously known as Self Help for the Hard of Hearing. Sprint has generously donated CapTel equipment to select organizations and agencies to foster hands-on use of CapTel and to spread awareness of the marvels of a telephone that can provide both captions and amplification.

We have designed and implemented our new Relay Colorado website at: www.relaycolorado.com. We have produced a "Don't Hang Up Campaign" designed to reduce the number of business hang-ups on relay callers. We have conducted a bus ad campaign. We have produced and distributed numerous promotional items for Relay Colorado

In the new 2007 relay contract, we have budgeted outreach up to \$50,000 annually for Traditional TRS and up to \$50,000 annually for CapTel TRS, and Sprint has committed \$50,000 annually.

We believe that our outreach funding will provide opportunities for Relay Colorado to disseminate the latest relay developments by utilizing media such as print media, newspaper ads, PSAs, workshops, presentations, exhibits, sponsorships, and training sessions such as the very popular, "Taste of Technology" conferences.

We believe that these outreach expenditures will help us to conduct traditional relay outreach and CapTel outreach in an effective manner and bring awareness of relay technologies to the attention of the public.

I also envision wireless video relay services.

At present, Sprint and its peers in the telecommunications industry have wireless relay services. Sprint and its peers have video relay services. The newest generation of wireless devices now has picture phones and transmission capacities. It is imperative that these two separate technologies -- wireless relay and video relay - be combined to produce wireless video relay services.

I envision that future generations of these new technologies will ultimately be adapted and combined for instant wireless captioned video relay services. Moreover, this development will enable direct wireless video communications between those who utilize American Sign Language, or, for that matter, between two individuals in a standard video conference call.

As for the long-term future, I envision, perhaps during our lifetime, a number of innovative initiatives.

I envision the utilization of holograms for instant wireless video relay services that are captioned.

From the very first day of my service as Relay Administrator seven years ago, I have stressed the importance of Holographic Wireless Relay.

Traditional TTY/TDD relay services are, to put it kindly, obsolete and have outlived their usefulness. Traditional TTY/TDD relay services are slow and cumbersome. It is to the future that we must focus.

The future lies with Holographic Wireless Relay.

Holographic Wireless Relay would be perfect for American Sign Language, which, as you know, is three-dimensional. I further envision that Holographic Wireless Relay would utilize real-time captioning for those who do not use A.S.L.

The implementation of Holographic Wireless Relay will provide three-dimensional relay service and, at the same time, simultaneously provide instant real-time captioning.

Individuals would also be able to make direct holographic calls and have the option of adding real-time captioning.

This is the relay of the future, as I see it.

Holography was invented, at least conceptually, in 1947 by Hungarian physicist Dennis Gabor, work for which he received the Nobel Prize in physics in 1971.

Holograms are already here.

Real-time captioning is already here.

Wireless computer and telephone services are already here.

The next step is for the telecommunications industry to effectively combine and utilize these technologies, not just in contemporary telecommunications for the general public, but also in relay telecommunications for all of our Deaf, Hard of Hearing and speech disabled citizens.

This is the future, as I see it.

As we strive to better the relay, rest assured that the Colorado Public Utilities Commission is committed to providing the best possible relay services for our Deaf, Hard of Hearing and speech disabled citizens at the lowest possible cost to our LEC customers.

The task before us is to work together to make Relay Colorado stronger, better and more responsive. Our charge is to guide today's existing relay into that of the relay of the future.

All of our Colorado citizens – whether Deaf, Hard of Hearing, speech disabled, or with normal hearing - deserve no less.

The Colorado Public Utilities Commission welcomes your service on the Advisory Committee. We are most appreciative of your guidance, consultations and advice. We thank you for your dedicated and voluntary commitment to public service.

I thank you for the opportunity to serve you as your State Relay Administrator. I have received a deep sense of satisfaction from public service.

I look forward towards another exceptional year for Relay Colorado.

It has been, and continues to be, an honor and a privilege to serve you.

Joe Benedetto
State Relay Administrator
May 16, 2007
Denver, Colorado



Colorado Public Utilities Commission State Relay Advisory Committee

*Michael Baer, Account Executive
Van Scheppach, Program Manager
Kristine Shipley, Account Manager*

May 15, 2007



Agenda

- Remarks from Sprint
- The New Sprint Relay Organization
- Relay Colorado Contract
- Relay Colorado Traffic Trends
- Federal Communications Commission
- Relay Colorado Outreach and Services
- Sprint Products and Services



Remarks from Sprint

Sprint Denver Office Staff



3



The New Sprint Relay

In response to consumer shift for Internet services, Sprint Relay was re-organized on March 1, 2007. Five business units:

- Corporate Sales
- Consumer Sales / Outreach
- Relay Program Management
- Product Innovations
- Sprint Relay Store



4



The New Sprint Relay



5



Relay Colorado Contract

- January 1, 2007 – June 30, 2010
 - Two one-year options
- TRS
 - Speech-to-Speech
 - Spanish
- Captioned Telephone (CapTel)
- Dedicated Account Representative
- Outreach
- Colorado TEDP
 - Distribution of CapTel phones
 - Outreach

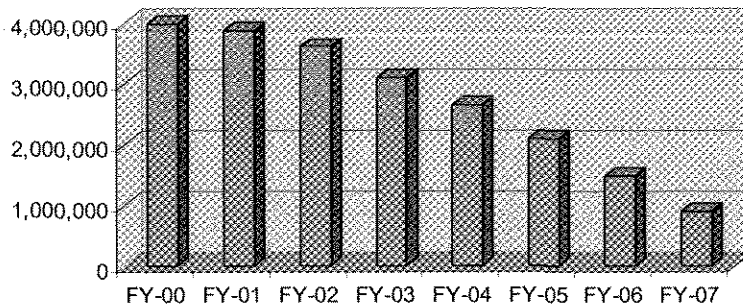


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Relay Colorado Minutes

Coloradio Billable Minutes for Relay Service Since FY 2000

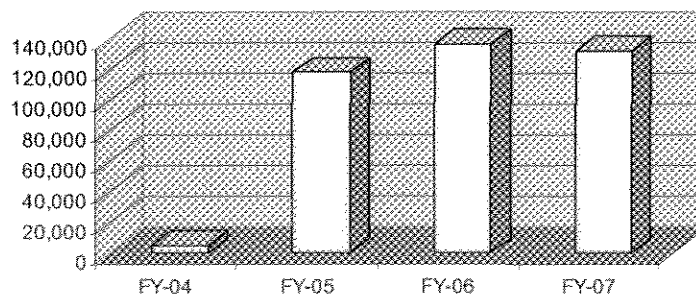


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Relay Colorado CapTel Minutes

Colorado CapTel Billable Minutes Since FY-04

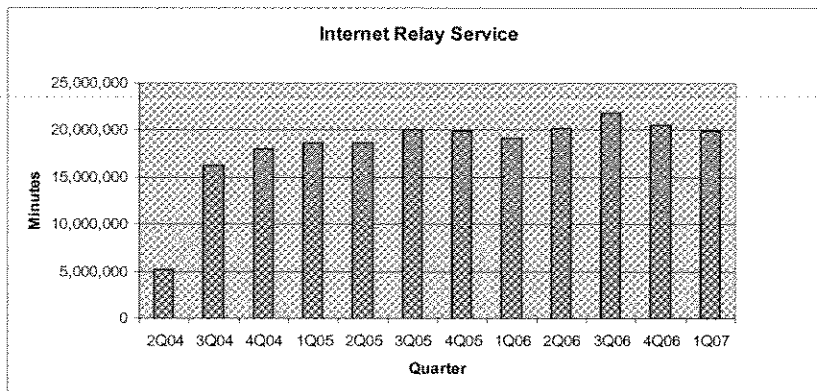


8



Industry Minutes (IP)

Internet Relay Service minutes since 2Q 2004

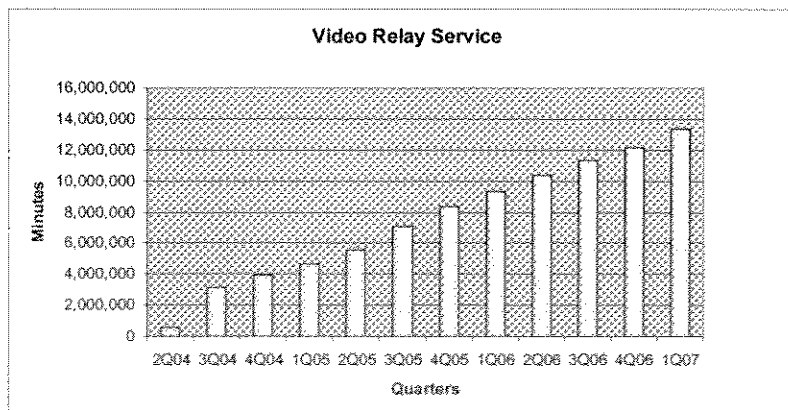


9



Industry Minutes (VRS)

Video Relay Service minutes since 2Q 2004



10



Federal Communications Commission

Current Issues and Activities

- IP Captioned Telephone (Declaratory ruling)
- IP Fraud
- IP 911
- Proposed Rates for Interstate TRS Fund ('07-'08)
 - TRS: \$1.56 - \$1.72 (current at \$1.291)
 - STS: \$2.49 - \$3.32 (current at \$1.409)
 - IP: \$1.10 - \$1.22 (current at \$1.223)
 - VRS: \$4.34 - \$6.437 (current at \$6.64)
- TRS Application for Renewal of Current Certification (October 2007)



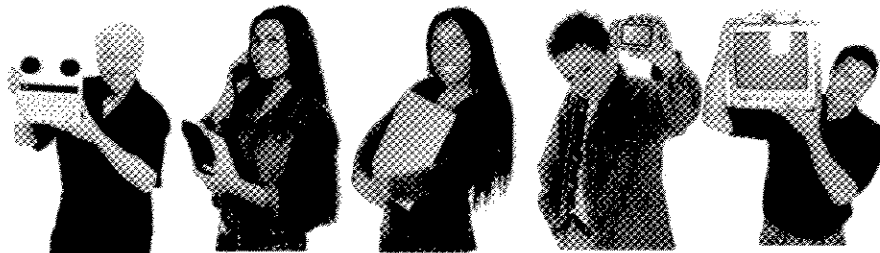
11



Relay Colorado Outreach & Marketing



Connect.
Communicate.
Celebrate.™



Relay Colorado Outreach

- Continue to increase awareness and keep customer informed on Relay Colorado and CapTel service
 - Outreach presentations and state events
 - Taste of Technology
 - Road Tours
- Expand CapTel education resources and materials
 - CapTel PSA (Radio & TV – 60 sec)
<http://www.captionedtelephone.com/availability/TX.phtml>
 - CapTel Direct Mailer (see in folder)
 - Website
 - Advertisements in publications
- Update Relay Colorado marketing materials
 - Website (searching for new vendor)
 - Brochure and promotional items (see in folder)

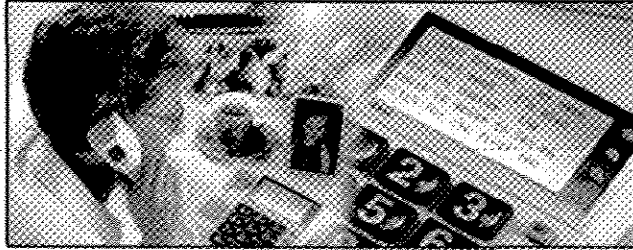


Relay Colorado Products

- | | |
|--|----------------------------------|
| • 800 Access | • Machine Recording Capabilities |
| • Answering Machine Retrieval | • Restricted 800/888/877 |
| • Automated Number Identification Branding (ANI) | • Roaming Service |
| • Cellular Phone/PCS | • Speech Disabled Indicator |
| • Customer Database | • Transfer Gate Capabilities |
| • Directory Assistance | • Two-Line VCO |
| • Emergency Assistance | • Variable Time Stamp Macro |
| • Enhanced Modems | • Voice Carry Over (VCO) |
| • Error Correction | • VCO to HCO |
| • Gender ID | • VCO to TTY |
| • Hearing Carry Over (HCO) | • VCO to VCO |
| • HCO to HCO | • VCO w/ privacy/NO GA |
| • HCO to TTY | • Voice Call Progression |
| • International | • Voice Gender ID |
| • Last Number Redial | • Sprint Relay Customer Service |
| | • TTY Operator Service (OSD) |



Captioned Telephone (CapTel™)



- The telephone that displays written, word-for-word captions of everything the caller says
- It displays every word the caller says throughout the conversation. **CapTel** users can listen to the caller, and can also read the written captions in the **CapTel**'s bright display window.



15



CapTel Service

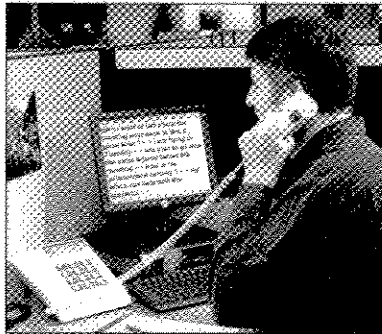
- CapTel Service
- Two-Line CapTel
- USB CapTel
- IP CapTel (under development)



16



CapTel™ using USB



View Large-print **CapTel** Captions on a Computer Monitor **CapTel USB™** connects directly to your computer to display conversation captions on your computer screen.

You control the size, color, and font style of the captions on the computer screen for easiest reading.

You can save and print conversation captions on your computer.

CapTel phone connects directly to your computer via USB port.

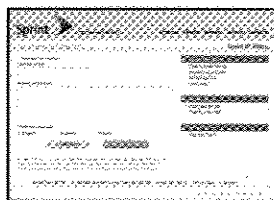
Designed specifically for users with low-vision concerns.



17

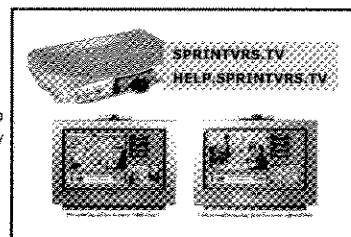


Sprint Relay Products & Services

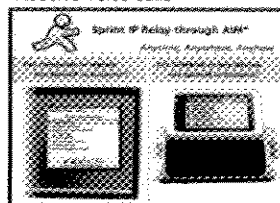


Sprintip.com

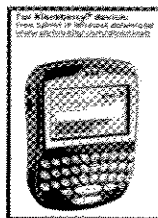
Sprint Video
Relay



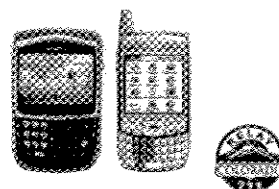
SprintIP using AIM and
Receive voice calls



Sprint IP
Wireless Relay



Sprint Wireless –
Data Plan only



BYLAWS OF THE STATE RELAY ADVISORY COMMITTEE COLORADO PUBLIC UTILITIES COMMISSION

ARTICLE I: ROLE AND FUNCTION

The purpose of the State Relay Advisory Committee (SRAC) of the Colorado Public Utilities Commission (CO PUC) is to advise the State Relay Administrator (SRA) on Telecommunications Relay Services (TRS) as provided for by the telecommunications service provider. The SRAC is considered to be an internal CO PUC entity. The members informally monitor relay industry developments, engage in consultations and are required to utilize TRS. The SRA will take under advisement the views raised by the members on TRS, and implement those which, in his or her judgment, are considered appropriate. The primary role and function of the SRAC is to advise the SRA. The SRAC members, in the course of their duties, may review and deliberate proprietary corporate information of the service provider, as well as engage in confidential consultations with the other members and the SRA. The members are required to sign an affidavit of confidentiality and independence. The members receive no paid compensation for their service on the SRAC.

ARTICLE II: MEMBERSHIP

The SRAC shall be composed of seven (7) members as follows:

1. An Official of the service provider
2. A Citizen with professional ties to a LEC
3. A Citizen who is Deaf
4. A Citizen who is Hard of Hearing
5. A Citizen or a Representative of those with a speech disability
6. A Citizen with normal hearing
7. The SRA, who shall serve as Chair of the SRAC

The CO PUC Administrative Chief, the CO PUC Fiscal Officer, other appropriate CO PUC staff and service provider staff may attend SRAC meetings in a staff capacity. The service provider shall provide all necessary support and services to the SRAC. The State Relay Administrator shall appoint the SRAC members as designated in Article II. SRAC members shall be appointed to a term of one year, and may be reappointed by the SRA. The Members may express their views and recommendations to the SRA at SRAC meetings, and at other times by such means as U.S. mail, facsimile, electronic mail, TTY telephone call, video telephone call, or by appointment.

ARTICLE III: MEETINGS

The SRAC shall meet annually and as otherwise set by the Chair. The Chair shall set the meeting agenda, and shall add to it items requested by the members. The Chair calls SRAC meetings to order, presides and may determine recesses and adjournment.

ARTICLE IV: SUBCOMMITTEES

The Chair may appoint special subcommittees and charge the subcommittees with specific tasks and/or functions.

ARTICLE V: AMENDMENTS

SRAC Bylaws shall be adopted /amended by a two-thirds vote of the membership of the SRAC or by the Chair. Amendments are subject to ratification by the SRA.

ARTICLE VI: DISSOLUTION

The State Relay Administrator may dissolve the SRAC whenever in his/her judgment the best interests of the State Relay Administrator's office would be served thereby.